



"This
is
the
Life!"

NO mushes or porridges for *this* youngster's breakfast! He's happy because a sensible mother has just given him a second saucer-full of KELLOGG'S; something that *tastes mighty good* as he grinds the flavor out of it with his little teeth.

As KELLOGG'S is ready-to-eat, mother's biggest breakfast problem is now solved *all the year-around*. For KELLOGG'S WAXTITE package encloses the only corn flakes that are as crisp and fresh as when first toasted. Winter and Summer it's good business to look for this signature

W. K. Kellogg

